

Google™ 自定义搜索



Harrison 76%

Harris Interactive

9月30日，Harrison 60% 76%。

Harrison 1045 1045 9 17 60% Kindle iPad 1/3。

2007 年 Kindle 1% 5% 10%。

6% 76% 16%。

Scholastic Book Club (Judy Newman) “”。

6 8 50% 15 17 25%。



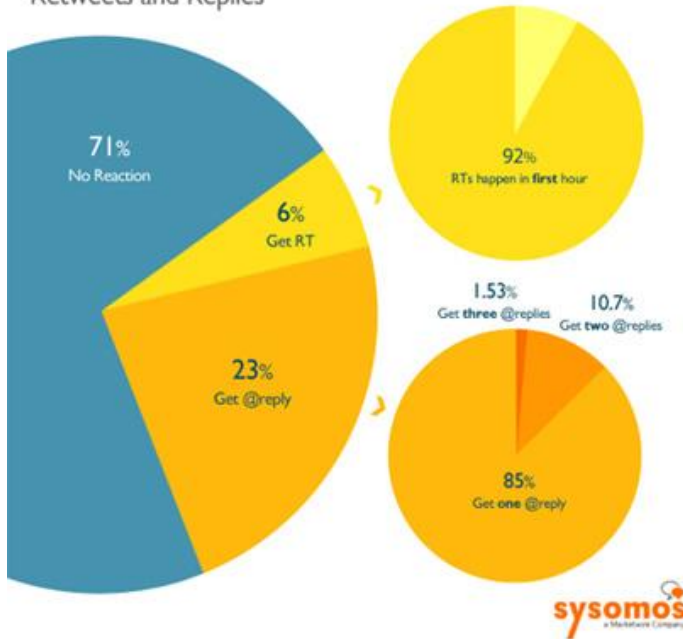
Harrison,



Sysomos 7 Twitter

Sysomos, Twitter,

Retweets and Replies



9月30日，Sysomos Twitter。

Sysomos 12 Twitter 29%。

79% 21%。

Sysomos。



Sysomos, Twitter ,



Compete 2010 8

26%

Compete,

9月30日，Compete 2010 8 200。

转播到腾讯微博



订阅到 鲜果

74位读者

——跟踪动态，实时更新

Readers

320

+ ADD FEED

邮件订阅

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- Harrison 76%
- Sysomos 7 Twitter
- Compete 2010 8 26%
- comScore Groupon 1000%
- Nielsen:2010 8 Bing Yahoo!
- eMarketer 2010 8.5
- iResearch 2009 3G
- iResearch 2010 8 2340.5
- iResearch 2010 8
- iResearch 2010 8

TOP10

- Harris Interactive:
- Harris Interactive: 10%

- IPTV

- ccwresearch
- CIC

[Google Instant]

Compete 8 2.1% 20% 1.8% 1.1%

26% 7 1.8%

Compete Google Instant

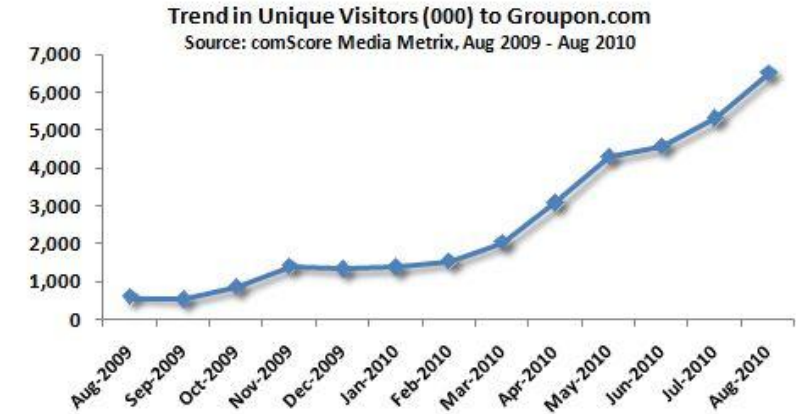
8 3.1% 1.3% Google Instant

6%

2010 8 , Compete,

comScore Groupon 1000%

9 30 comScore Groupon 8 650 11 1000% Groupon



comSCORE

ComScore, Groupon,

Nielsen:2010 8 Bing Yahoo!

Nielsen,

MSN/Windows Live/Bing Yahoo! 2010 8 Bing 13.9% 7 0.25 7 Google 65%

Yahoo! Google MSN/Windows Live/Bing 13.1% 7 14.3% 8 1.2% Yahoo! 8

2009 8 Google Yahoo! 2009 8 16.0% 2010 8 13.1% 2.9% Yahoo! 18 MSN/Windows Live/Bing 2009 8 10.7% 2010 8 13.9% 3.2% Yahoo! 30%

Top U.S. Search Sites – August 2010				
Rank	Brand	Share of Searches	MoM change %	YoY change %
1	Google Search	65.1%	1%	1%
2	MSN/Windows Live/Bing Search	13.9%	2%	30%
3	Yahoo! Search	13.1%	-8%	-18%
4	Ask.com Search	2.1%	0%	24%
5	AOL Search	2.0%	0%	-37%

Source: The Nielsen Company

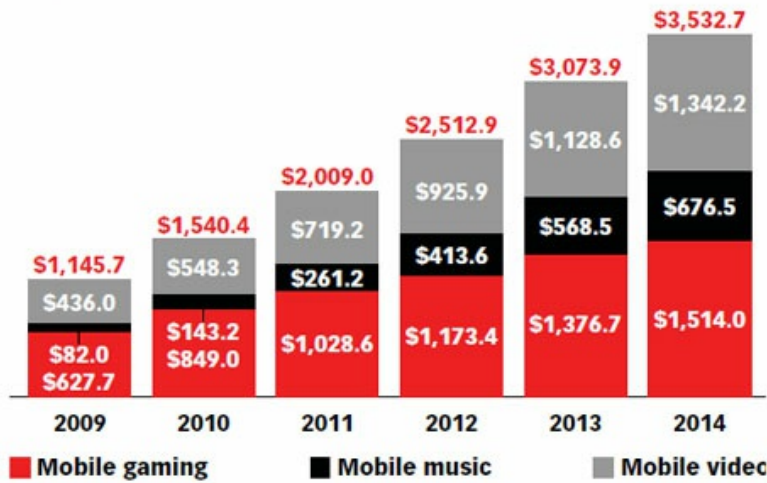
- VoIP
- SAAS
- SNS
- SNS
- SNS
- SNS
- Twitter
- EDM
- CCW Research
- CIC
- CMMS
- CNNIC
- CNZZ
- Coda
- CTR
- Datacenter
- DCCI
- Digitimes Research
- FIND
- In-Stat
- iResearch
- kkeye
- MillwardBrown
- OFTA
- Sinotes
- ZDC
- DCCI
- iResearch
- kent.zhu's Blog
- Madbrief
- MAD
- SEO Web Analytics
- Sonia's Buzz-
- tintin@IT
- Totar,Blog!
- TXT
- xjcook
- Web Analytics
- RSS
- RSS
- WordPress.org

eMarketer 2010 8 4900 2014 14

Gartner 2010 56 2009 10 7
eMarketer 2010 8 4900 55%

2009 6 2700 2010 8 4900 2011 10 2800 2012 11 7300 2013 13 7600 2014 15 1000

US Mobile Content Revenues, by Segment, 2009-2014
millions

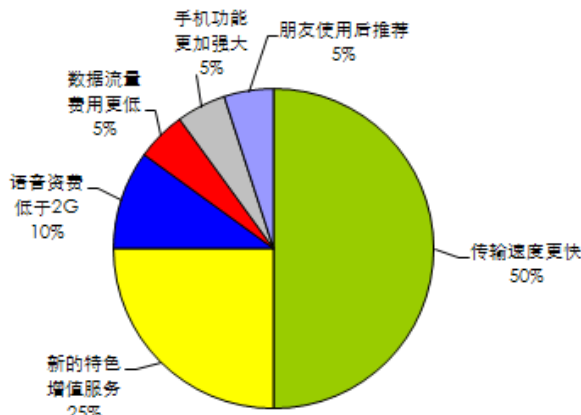


□□□□

iResearch 2009 3G 50% 25%

3G 3G 3G 3G 3G 3G

2009年促使中国用户选择3G网络的原因



Source: 天极网数据研究中心2009.7

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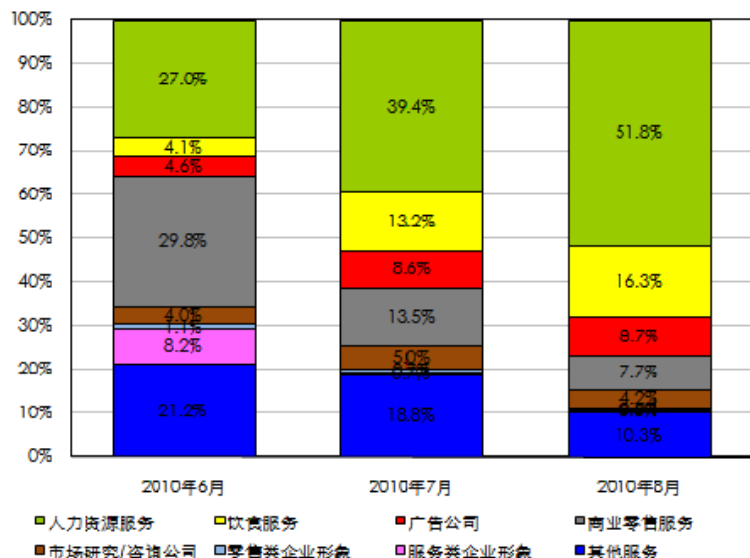
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- 100
- AdMob
- Aite Group
- AnalysysMason
- App shopper
- Berg Insight
- CDG
- Chitika Labs
- Clicky
- CommSec iPad
- DeNA
- Edison Research
- Essential Research
- Flurry
- ForeSee
- IDC
- iLocus
- Infonetics Research
- InSites Consulting
- Internet World Stats
- iSuppli
- ITU
- JiWire
- Kelkoo
- MBD
- Morse
- Net Applications
- NetCraft
- Next Up
- Nikkei Research
- NSS Labs
- Ofcom
- OnlineSchools
- Ookla
- PearlResearch
- PhoCusWright
- Playfish
- Rapleaf
- Razorfish
- research2guidance
- SemioCast
- Smaato
- Sophos



iResearch iAdTracker 8 2340.5 7
67.9% 7 39.4% 8 51.8%

iUserTracker-2010年6月-8月零售及服务类各类别网站
网络品牌广告投放预估费用占比



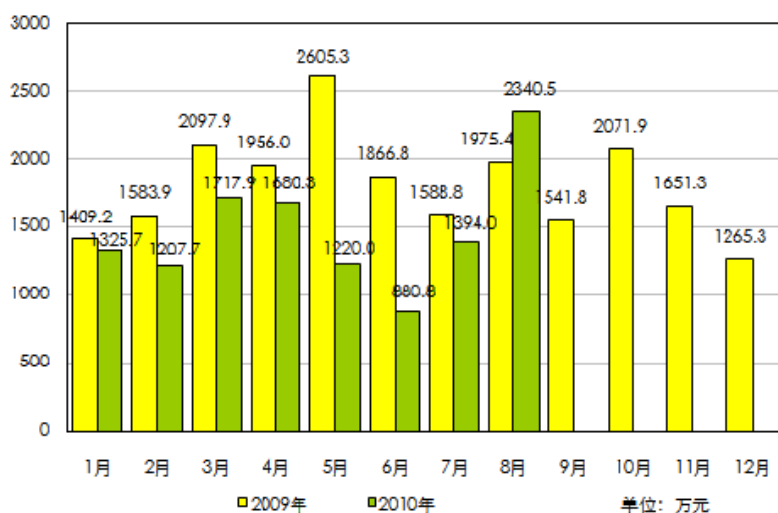
Source: iAdTracker. 2010.8. 基于对中国200多家主流网络媒体品牌图形广告投放的日监测数据统计, 不含文字链及部分定向类广告, 费用为预估值。

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iAdTracker 09 2000 10 1-7 09 1700 8

iAdTracker-2009年1月-2010年8月人力资源服务网站
网络品牌广告投放预估费用对比



Source: iAdTracker. 2010.8. 基于对中国200多家主流网络媒体品牌图形广告投放的日监测数据统计, 不含文字链及部分定向类广告, 费用为预估值。

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8 TOP3 327.1% 7 39.8%.



- Strategy Analytics
- The Mobile World
- TubeMogul
- YICHIYOSHI
- Zokem
- Barracuda Labs
- Fiberlink
- Juniper
- Panda
- SMobile Systems
- SquareTrade
- GfK Group
- The Creative Group
- CB Insights
- Deloitte
- Harris Interactive
- IBIS
- insidefacebook
- Jefferies
- Morgan Stanley
- Needham
- Network Box
- NewZoo
- Piper Jaffray
- Retrevo
- ThinkEquity
- VentureDeal
- VeriSign
- VRI
- Epsilon
- Pingdom
- Aberdeen
- AKAMAI
- AMHP
- AMI
- AndroLib
- asymco
- BIA/Kelsey
- Canalys
- Caris & Company
- Changewave
- Compete
- ComScore
- CrossView
- eMarketer
- eROI
- ExactTarget

iResearch 2010年8月 4.8% 2335
 10% 10.7%

- Eynote
- Flowtown
- Forrester
- Gartner
- GetResponse
- Google
adplanner
- GrouponWorks
- Hitwise
- IAB
- Janco
Associates
- JD POWER
- Mercury
Research
- Millennia Media
- NetMarketShare
- NetProspex
- Newzoo
- Nielsen
- Norman Nielsen
- NPD
- PostRank
- Q Interactive
- Quantcast
- QuickPlay
Media
- Rescuecom
- Resolve
- RIM
- SearchIgnite
- ShareThis
- SoDA
- StatCounter
- Streaming
Media
- StrongMail
- Sysomos
- Taptu
- TBIResearch
- TechCrunch
- Trendrr
- WebVisible
- WPP
- Zenith
OpiMedia
-
-
-
-
-
-

iUserTracker-2010年8月新闻门户网站日均覆盖人数排名

排名	网站	日均覆盖人数	日均网民到达率	排名变化
		万人	%	
1	新华网	532	2.7%	→
2	人民网	356	1.8%	→
3	中国新闻网	191	1.0%	↑
4	环球网	187	0.9%	↓
5	中国网	129	0.7%	→
6	新民网	96	0.5%	↑
7	中国广播网	93	0.5%	↑
8	红网	91	0.5%	↑
9	CCTV	87	0.4%	↓
10	大众网	81	0.4%	↑
注：日均网民到达率=该网站日均覆盖人数/所有网站总日均覆盖人数				
Source: iUserTracker. 家庭办公版 2010.8, 基于对20万名家庭及办公（不含公共上网地点）样本网络行为的长期监测数据获得。				
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iUserTracker 2010年8月新闻门户网站日均覆盖人数排名13.6%7861163017.6%27.9%96614.4%861

iUserTracker-2010年8月新闻门户网站有效浏览时间排名

排名	网站	月度有效浏览时间	月度有效浏览时间比例	排名变化
		万小时	%	
1	新华网	1630	20.7%	→
2	环球网	966	12.3%	→
3	人民网	861	11.0%	→
4	中国新闻网	344	4.4%	→
5	青岛新闻网	236	3.0%	↑
6	红网	212	2.7%	↑
7	联合早报网	208	2.6%	↓
8	广西新闻网	199	2.5%	→
9	CCTV	187	2.4%	↑
10	奥一网	186	2.4%	↓
注：月度有效浏览时间比例=该网站月度有效浏览时间/该类别所有网站总月度有效浏览时间				
Source: iUserTracker. 家庭办公版 2010.8, 基于对20万名家庭及办公（不含公共上网地点）样本网络行为的长期监测数据获得。				
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2010 8 , iResearch, , , , ,

iPad Twitter CNNIC iPhone CR- Retrevo iOS YouTube CR-Nielsen ipad 2010 5 Nielsen
2010 Q1 2010 Q2 3G Net Applications RIM Rankey CCW Research AdMob Compete
iSuppli DCCI eMarketer 2009 Android Gartner IDC
PC Kindle 2010 8 Google Strategy Analytics iResearch Facebook Forrester
CTR NPD SNS iphone App Store Hitwise IPTV ComScore
NetMarketShare Millennial Media 2009 Q4 Sophos 2010 6

- ABI
- Coda Research Consultancy
- Cooper Murphy Webb
- Distimo
- GFI Software
- Informa Telecoms & Media
- Millennial Media
- NetProspex
- Ovum
- Pew
- Phones 4u
- PlaySpan&VGMarket
- Screen Digest
- Verdict Research
- VisionMobile
- Celent
- Rankey
- BroadbandPerformanc
- Businessinsider
- Esquire
- Mobclix
- Oxygen
- Research and Markets
- The Economist
- Vision Mobile
- CPU
- iPad
- 3G
- Foursquare

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